1. A method for determining that an image element is likely to be self-luminous, the method comprising:
   a. determining image element characteristics;
   b. comparing the characteristics of said image element to those for known self-luminous elements wherein said comparing comprises at least one act taken from the set consisting of:
      (i) comparing the proximity of said image element to image boundaries with the proximity of known image elements to their boundaries,
      (ii) comparing the color characteristics of said image element to characteristics of a known illuminant, and
      (iii)comparing the luminance characteristics of said image element to characteristics of known self-luminous elements;
   c. assigning a self-luminosity weight factor to said image element; and
   d. estimating a color balance correction for at least a portion of said image wherein said correction is based on said weight factor

2. A method for determining that an image element is likely to be self-luminous, the method comprising:
   a. determining image element characteristics;
   b. comparing the color characteristics of said image element to those found under a known illuminant;
   c. comparing the luminance characteristics of said image element to those found under a known illuminant; and
   d. classifying said image element as likely to be self-luminous when at least one of said color characteristics and said luminance characteristics meet a criteria for self-luminous elements.

3. A method as described in claim 2 further comprising measuring the proximity of said image element to an image boundary and wherein said classifying further comprises evaluation of said proximity to determine whether said criteria are met.

4. A method for estimating the illuminant of an image, the method comprising:
   a. determining image element characteristics;
   b. assigning a weighting factor to each image element according to its likelihood of being self-luminous;
   c. estimating an illuminant for a plurality of image elements;
   d. estimating an image illuminant based on said illuminants for each image element adjusted by said weighting factors.

5. A method as described in claim 4 wherein the effect of said weighting factor is proportional to the likelihood that an image element is non-self-luminous.

6. A method of correcting color-balance in an image, the method comprising:
   a. obtaining image element characteristics for an image;
   b. assigning a weighting factor to each image element according to its likelihood of being self-luminous;
   c. estimating an image illuminant based on said image element characteristics and said weighting factors; and
   d. correcting image color-balance for said estimated illuminants.

7. A method as described in claim 6 wherein said correcting comprises:
   a. correcting image elements that are not likely to be self-luminous for the estimated illuminant; and
   b. omitting said correcting image color-balance for image elements that are likely to be self-luminous.

8. A method as described in claim 6 wherein said correcting comprises:
   a. correcting said image elements according to their likelihood of being self-luminous wherein a full correction is applied to elements that are least likely to be self-luminous, no correction is applied to elements that are most likely to be self-luminous and a partial correction is applied to elements that fall between these limits.

9. A set of executable instructions for determining that an image element is likely to be self-luminous, the method comprising:

    a. determining image element characteristics;

    b. comparing the characteristics of said image element to those for known self-luminous elements wherein said comparing comprises at least one act taken from the set consisting of:

        (i) comparing the proximity of said image element to image boundaries with the proximity of known image elements to their boundaries,

        (ii) comparing the color characteristics of said image element to those of known illuminant, and

        (iii)comparing the luminance characteristics of said image element to those of known self-luminous elements, and

    c. classifying said image element as likely to be self-luminous when at least one of said proximity, said color characteristics and said luminance characteristics meet a criteria for self-luminous elements.

10. A system for determining that an image element is likely to be self-luminous, the system comprising:

    a. a storage for storing image element characteristics;

    b. a processor for comparing the characteristics of said image element to those for known self-luminous elements wherein said comparing comprises at least one act taken from the set consisting of:

        i. comparing the proximity of said image element to image boundaries with the proximity of known image elements to their boundaries,

        ii. comparing the color characteristics of said image element to those of known illuminants, and

        iii. comparing the luminance characteristics of said image element to those of known self-luminous elements, and

    c. a classifier for classifying said image element as likely to be self-luminous when at least one of said proximity, said color characteristics and said luminance characteristics meet a criteria for self-luminous elements.